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IN THE CLAIMS

Please consider the claims as follows:

Claims 1-22. (Cancelled).

Claim 23. (Previously presented) An apparatus that gathers programs watched data, comprising:

a plurality of terminals connected to corresponding televisions and to a television program delivery system, each of the terminals including a memory that stores program access information; and

a receiver coupled to the plurality of terminals, the receiver receiving the program access information, wherein the program access information is stored as programs watched data in a programs watched matrix,

wherein the programs watched data is stored in a programs watched matrix and is recorded as counts, the counts corresponding to the number of times a program category is watched at the associated terminal, wherein each of the associated terminals is assigned a unique programs watched matrix, and wherein the unique programs watched matrix is updated as additional program access information is provided by the associated terminal.

Claim 24. (Previously presented) An apparatus that gathers programs watched data, comprising:

a plurality of terminals connected to corresponding televisions and to a television program delivery system, each of the terminals including a memory that stores program access information;

a receiver coupled to the plurality of terminals, the receiver receiving the program access information, wherein the program access information is stored as programs watched data in a programs watched matrix; and

a plurality of databases, wherein each of the plurality of databases receives information from programs watched matrices, the information including the terminal address, group identifier, and program counts, the databases including one or more of viewer profile, account billing, program scheduling and advertisement scheduling

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databases.

Claims 25-26. (Cancelled).

Claim 27. (Previously presented) An apparatus that gathers programs watched data, comprising:

- a plurality of terminals connected to corresponding televisions and to a television program delivery system, each of the terminals including a memory that stores program access information;

- a receiver coupled to the plurality of terminals, the receiver receiving the program access information, wherein the program access information is stored as programs watched data in a programs watched matrix, and

- a controller in the television program delivery system, the controller coupled to the plurality of terminals, the controller issuing a message directing each of the terminals to provide the program access information, wherein the message is a polling request message, the polling request message sent over one of a cable television cable and a telephone line and a response message is returned over one of the cable television cable and the telephone line, and wherein the program access information is provided in the response message, the response message including:

- a leading flag;

- an address field including the address of the terminal;

- a subscriber region designation that includes a geographical region in which the terminal is located;

- a terminal identifier that uniquely identifies the terminal;

- an information field that includes a command to provide the program access information; and

- a trailing flag.

Claims 28-31. (Cancelled)

Claim 32. (Original) A system that gathers programs watched data in a broadcast

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television delivery system, comprising:

- means for gathering programs watched data from one or more set top terminals in a broadcast television delivery system;

- a databases that stores the gathered programs watched data;

- means for accessing the stored programs watched data;

- means for counting the accessed programs watched data to determine programs watched counts corresponding to the frequency of programs watched by the one or more set top terminals in the broadcast television delivery system, wherein the programs watched counts are arranged in at least one programs watched matrix;

- means for creating set top terminal group information indicating a group assignment for a set top terminal by correlating the programs watched counts with categories of videos, wherein the video categories include videos available for sending to the set top terminal; and

- means for transmitting the set top terminal group information to the set top terminal in a control information stream that instructs the set top terminal in selecting the videos for display.

Claim 33. (Original) The system of claim 32, further comprising:

- means for extracting data from an information field of a program control information signal, wherein the extracted data includes program information;

- means for creating a polling request message that directs a set top terminal to initiate transmission of a set top terminal status reports;

- means for processing the received set top terminal status reports to produce polling response data; and

- means for integrating the polling response data with the extracted data from the information field of the program control information signal.

Claim 34. (Original) The system of claim 33, wherein the creating means comprises:

- means for reading database files using me access means, wherein the database tiles are relationally keyed to one another through a set of set top terminal identification

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numbers individually unique to a particular set top terminal;

means for formatting the polling request message, wherein the formatted polling request message includes at least one set top terminal identification number; and

means for enabling at least one polling command bit in the formatted polling request message, wherein the enabled polling command bit commands transmission of the set top terminal status reports.

Claim 35. (Original) The system of claim 33, wherein the processing means comprises:

control receiving means for demodulating the received set top terminal status reports;

means for reading at least one information field in the received set top terminal status reports, wherein the information field includes the programs watched data;

means for sorting the information fields in the received set top terminal status reports by a set top terminal identification number; and

temporary memory means for accumulating the sorted information fields for the set top terminals, wherein the accumulated sorted information fields produce the polling response data.

Claim 36. (Original) The system of claim 35, further comprising connection means for linking the processing means to the database, wherein the polling response data may be stored in the database, updating the programs watched matrix.

Claim 37. (Original) The system of claim 35, wherein the control receiving means comprises a Radio Frequency demodulator for receiving upstream data transmissions from the set top terminals.

Claim 38. (Original) The system of claim 35, wherein the control receiving means comprises a telephone for receiving data transmissions from the set top terminals over telephone lines.

Claim 39 (Original) An apparatus for use in a came television program delivery

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system, the cable television delivery system coupled to one or more set top terminals, the one or more set top terminals capable of generating programs watched data, the apparatus comprising:

- means for gathering programs watched data for a set top terminal;
- means for storing the gathered programs watched data in at least one database;
- means for accessing the stored programs watched data; and
- means for counting the accessed programs watched data to determine the frequency of programs watched by the top terminal, wherein the programs watched counts are arranged by program category and time.

Claim 40. (Original) The apparatus of claim 39, further comprising:

- means for creating set top terminal group information indicating a group assignment for the set top terminals; and

- means for transmitting the set top terminal group information to the set top terminals in a control information stream capable of polling the set top terminals, and wherein the gathering means comprises:

- means for generating a polling request message that directs the set top terminals to initiate transmission of a set top terminal status report;

- means for receiving the set top terminal status report, wherein the received set top terminal status report contains programs watched information;

- means for processing the received set top terminal status reports to produce polling response data; and

- means for storing the polling response data.

Claim 41. (Original) The apparatus of claim 40, wherein the processing means comprises:

- means for demodulating the received set top terminal status report;

- means for reading at least one information field in the demodulated set top data, wherein the at least one information field is appended to a set top terminal identification number field;

- means for sorting the at least one information field in received set top terminal

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status reports by set top terminal identification number; and

memory means for accumulating the sorted information fields for the at least one set top terminal, wherein the accumulated sorted information fields produce the polling response data.

Claim 42. (Original) The apparatus of claim 40, further comprising means for updating the programs watched data in the storing means with the polling response data, and wherein the counting means comprises:

means for reading the programs watched counts, wherein a separate programs watched count is assigned to different time slots in a day for a program category; and
means for sorting the programs watched counts from highest to lowest.

Claim 43. (Original) An apparatus that gathers programs watched information from set top terminals in a broadcast television program delivery system, comprising:

means for gathering the programs watched information;
means for storing the gathered programs watched information;
means for sorting the stored programs watched information by a plurality of program categories; and
means for ranking the plurality of program categories by frequency of programs watched in each category, wherein program categories with more programs watched are ranked higher than program categories with fewer programs watched.

Claim 44. (Original) The apparatus of claim 43, wherein the set top terminals have the capability of receiving polling request messages and transmitting polling responses, the polling responses including the programs watched information, and wherein the gathering means comprises:

means for generating the polling request messages, wherein the polling request messages are transmitted to the set top terminals, requesting the set top terminals to return the polling responses;

a receiver that receives the polling responses from the set top terminals; and
means for processing the received polling responses, wherein data on the

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programs watched information for the set top terminals is extracted and stored.

Claim 45. (Original) The apparatus of claim 43, wherein the gathered programs watched information has been previously stored in the storing means, and wherein the gathering means comprises means for updating the programs watched information in the storing means using the extracted data.

Claim 46. (Original) The apparatus of claim 43, wherein the set top terminals transmit the programs watched information using CSMA/CD protocols.

Claim 47. (Original) The apparatus of claim 43, wherein the programs watched information is transmitted over a cable television cable.

Claim 48. (Original) The apparatus of claim 43, wherein the programs watched information is transmitted over a telephone line.

Claim 49. (Original) A method for gathering programs watched information, comprising:

- gathering programs watched data for set top terminals in a broadcast television program delivery system;

- storing the gathered programs watched data in a database;

- accessing the stored programs watched data; and

- counting the accessed programs watched data to determine the frequency of programs watched by the set top terminals, wherein programs watched counts are arranged in a programs watched matrix.

Claim 50. (Original) The method of claim 49, wherein the set top terminals transmit set top terminal status reports in response to a polling request message produced using a program control information signal, further comprising:

- creating the polling request message;

- transmitting the polling request message to the set top terminals, wherein the polling request message directs set top terminals to initiate upstream data transmission

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of the set top terminal status reports over a cable distribution network; and
receiving the set top terminal status reports, wherein the set top terminal status reports include the programs watched data.

Claim 51. (Original) A processor in a cable television program delivery system, the delivery system providing programming to subscriber terminals, comprising:
means for gathering programs watched data for the terminals;
a database that stores the gathered programs watched data;
means for accessing the stored programs watched data; and
means for counting the accessed programs watched data to determine the frequency of programs watched at the terminals, wherein programs watched counts are arranged in a programs watched matrix.

Claim 52. (Original) The processor of claim 51, further comprising:
means for creating terminal group information indicating group assignments for the terminals by correlating the programs watched counts with categories of data, wherein the data categories include demographic data, and wherein the data categories are available for providing programming to the terminals; and
means for transmitting the terminal group information to the terminals in a control information stream that instructs the terminals in selecting the programming, wherein the processor polls the terminals to direct the terminals to provide the programs watched data.

Claim 53. (Original) The processor of claim 52, wherein the gathering means comprises:

means for generating a polling request message that directs the terminals to initiate transmission of terminal status reports;

a receiver that receives the terminal status reports, wherein the received set terminal status reports contain programs watched information;

means for processing the received terminal status reports to produce polling response data; and

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a memory that stores the polling response data.

Claim 54. (Original) The processor of claim 53, wherein the processing means comprises:

- a demodulator that demodulates the received terminal status reports;
- means for reading information fields in the demodulated terminal data, wherein the information fields are appended to terminal identification number fields;
- means for sorting the information fields in the received terminal status reports by terminal identification number; and
- a temporary memory that accumulates the sorted information fields for the terminals, wherein the accumulated sorted information fields produce the polling response data.

Claim 55. (Original) The processor of claim 53, further comprising means for updating the programs watched data in the database with the polling response data.

Claim 56. (Original) The processor of claim 53, wherein the counting means comprises:

- means for reading the programs watched counts, wherein a separate programs watched count is assigned to different time slots in a day for each program category;
- means for sorting the programs watched counts from highest to lowest; and
- means for matching the sorted programs watched counts with the programs categories, wherein counts of the programs categories are thereby produced.

Claim 57. (Original) The processor of claim 56, further comprising:

- means for sorting the stored programs watched information by a plurality of program categories;
- means for ranking the plurality of program categories by frequency of programs watched in each category, wherein program categories with more programs watched are ranked higher than program categories with less programs watched;
- means for selecting a set of highest ranked targeted program categories;
- means for choosing individual programs from the set of highest ranked programs

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categories;

means for packaging the chosen individual programs for transmission to the terminals for display, wherein packages of programs are produced; and

means for transmitting the packages of programs to the terminals over the cable television delivery system.

Claim 58. (Original) The processor of claim 57, wherein the terminals have the capability of receiving polling request messages and transmitting polling responses upstream over one of a cable television a cable distribution network in the cable television program delivery system and a telephone line, the polling responses including the programs watched information.

Claim 59. (Original) A method for accumulating data in a cable television delivery system from a plurality of set top terminals in a cable television delivery system, comprising:

gathering programs watched data for the set top terminals;

storing the gathered programs watched data in a database;

accessing the stored programs watched data;

counting the accessed programs watched data to determine a frequency of programs

watched at the set top terminals, wherein programs watched counts are arranged in a programs watched matrix.

Claim 60-139. (Cancelled).